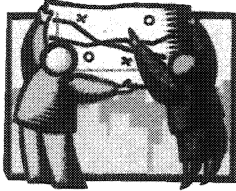


## Chapter 3: Marketing

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The modules in this chapter provide suggestions for creating a general marketing plan for the coalition.

### **Module 1: Marketing 101.....157**

*Organizing people, resources, and information before planning marketing actions*

### **Module 2: The Marketing Plan.....166**

*Creating a marketing plan and timeline that coordinates with other coalition actions*

## Chapter 3 *Marketing*

### Module 1: Marketing 101

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### Step Up and Step Out to market and model

Most companies exist because of the name and product recognition created by their marketing campaigns! This chapter will start the coalition on its way to creating a campaign for “selling” healthy opportunities!



### Can you name the product and company?

- Mmm....Mmm Good..... \_\_\_\_\_
- Finger Lickin Good..... \_\_\_\_\_
- Swoosh.....Just Do It..... \_\_\_\_\_

If you named Campbell’s Soup, Kentucky Fried Chicken, and Nike Sporting Goods, then you are in the company with millions of other Americans who can because of the successful marketing plans developed by these companies!

### What is marketing and modeling (M-and-M’s)?

If you set a bowl of M&Ms on a table, what response would people have when they walked by the table? Most people would probably stop and scoop up a handful of candy!

If one person stops and dips their hand into the bowl, no doubt others will model the behavior and follow suit. This is the concept of marketing and modeling, a.k.a. *M-and-M’s*.

The use of *M-and-M's* is a key factor in advancing the goals of a community coalition. Developing and creating role models within the school or community environment increases the likelihood of positive behaviors for healthy lifestyles.

- **Marketing**—events or media reports that create awareness and a desire to join in the actions of the coalition



Marketing will be critical in the beginning stages to make people aware the coalition is being formed. Thereafter it will be key in communicating goals and implementing changes.

- **Modeling**—practicing the changes you hope to create

Modeling goes without saying. It is another key in communicating by setting an example.

## Why market Step Up and Step Out?

It goes without saying that you *want* your initiative to be a success, and for that to happen, the vision must be shared and promoted. Large, successful companies do that *very* well, and so can you, even though it won't be on the same scale. The purpose of this module to help you recognize just *how* important *marketing and modeling* (*M-and-M's*) are!

## Marketing...wave the flag for awareness!

Marketing sounds a little complex, but it really isn't. Just think of it as *promoting* your ideas, by creating an interest and desire to participate.



- Have the vision firmly in mind
- Communicate your vision by *marketing* it
- Demonstrate your vision by *modeling* it

Many people are buying particular products because they "Want to be like Mike." The two together, *marketing and modeling* (*M-and-M's*) are your coalition's tools for generating interest in the beginning, and then sustaining that interest and enthusiasm throughout the initiative.

**Examples:**



**Example 1:** Is your coalition *modeling* the concept of creating opportunities for healthy eating and activity choices by providing healthy snack options and leading members in activity during coalition meetings?

**Example 2:** Is the school principal *modeling* the concept by leading teachers in fun physical activity and stretch breaks during an all day teacher in-service?

**Marketing varies with action plans**

Your community's marketing plan will be different from other communities because it is a campaign to promote the action plan *your* coalition developed based on the needs of *your* community. Let examples of what other communities do inspire you, but remember that what works for one might not work for another! You have to make sure there is a good fit with your action plan *and* the community.

**Example:**



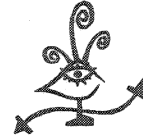
Whynot Community decided to campaign for restaurants in town to "market" healthy meals, an idea Go-for-it Community had successfully initiated. However there was a big difference between the two communities:

- ♥ Whynot is a very small community, with only two fast food restaurants. The coalition found these restaurants didn't have healthy choices and didn't want to plan anything new on their menus. As a result, the coalition felt discouraged.
- ♥ On the other hand, Go-for-it is a large community with a variety of fast food and other types of restaurants that already had healthy food choices, the coalition could easily promote. If Whynot had recognized that Go-for-it was able to enhance what already existed in *their* community they might feel less discouraged.

Marketing plans don't need to be complicated. They shouldn't require a lot of money or other resources to implement, but they do need to stimulate community interest and a feeling of excitement!



## Marketing varies with “customers”



Customers are all different!



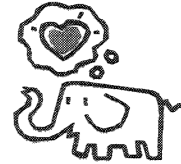
Think in terms of what you are trying to sell to a particular kind of “customer” when developing marketing ideas. Each type of “customer” has different interests and needs. What you really want to do with marketing is identify and meet customer needs with a service, product, or idea.

### Example:



It would be very difficult to sell a retired couple without grandchildren, a baby crib...or most teenage girls a subscription to *Modern Maturity*...or a boat trailer to someone without a boat!

Because it is so critical to develop your marketing plan to meet the needs of specific customers, plan each marketing idea with a particular “customer(s)” in mind. For most purposes, the types of “customers” to consider are represented by the different community groups identified for the Action Plan developed in Chapter 2 *Action Planning* Module 4: Action Planning Using VMSOA.



## Marketing isn't a one shot deal

Maintain interest!

Good marketing plans need to be reviewed and updated frequently to keep up with changes and maintain the interest of “customers.”

There are always some “rough spots” when beginning new programs, but knowing where they are will help. When it comes to marketing, it is helpful first to understand that every idea, product, or service goes through ups-and-downs.

### Example:



Think of the popular, new products you may have seen through the years. You might know a few people who stood in line for hours to get one of the first Cabbage Patch Dolls! Why don't we see lines for that product right now? Sometimes popularity fades, and it takes new products or marketing to generate excitement once again. However, with *renewed marketing* and *modeling*, “downs” can start to climb again.

Can you think of a few products that *always* seem popular...or...had their ups-and-downs? How about the Barbie Doll or Volkswagen Beetle? Continued M-and-M's are key reasons for their popularity.

Complacency doesn't have a place in successful marketing plans. The marketing ideas *you* develop that yield great results the first time or two, may also need to be revised to regenerate that "I've got to have it", or "I want to do it" enthusiasm. An example of a great idea that became "worn-out" in one community is presented below.

**Example:**



A PE teacher used a 5-A-Day Fruit and Vegetable Challenge (a challenge to eat at least 5 servings of fruits and vegetables a day) to market healthy food choices to students. The first year the challenge was made, it generated a *tremendous* student response. The second year the challenge was made, student response was a little less, and in the third year there was very little response.

The plan was a great one. It just needed updating to maintain a high level of interest. Adjustments might have been made if the teacher had recognized that marketing ideas have ups-and-downs. Changing the challenge, creating new approaches, varying rewards for involvement, or involving different people might have been enough to renew interest in the 5-A-Day Fruit and Vegetable Challenge!

Addressing downward trends if they do occur, will help to keep coalition motivation levels high!



## Step Up and Step Out to plan for marketing!

### 1. Recruit marketing team members

Getting people and information organized is always the first step to planning! It doesn't take a professional troupe to develop a marketing plan, but it wouldn't hurt to include someone with marketing expertise. Try to include members from a cross-section of the community. It would be helpful to have members representing each of the

#### Marketing Plan

1. Recruit marketing team members
2. Identify marketing tools
3. Organize meetings



initiative's components of community, nutrition education, physical activity, and school meals.

Check people the coalition identified as resources in the **Community Review and Resource Modules** in Chapter 2, including:

- ♥ Media professionals, i.e., newspaper, radio, cable TV, network TV, public radio/TV, direct mail, outdoor signs
- ♥ Marketing professionals, i.e., advertising agencies, consultants, and printers
- ♥ School professionals i.e., educators in business, marketing, and journalism/media at high school, junior/vocational college, and university/college levels
- ♥ Business professionals, i.e., company-marketing executives, business owners, the Chamber of Commerce, distributors, and wholesalers
- ♥ Other community members, i.e., freelance writers, photographers, graphic designers, and retired business executives

Expertise, talent, and skills are not the only resources these various groups can bring to the team. They might also donate labor, materials, advertising space or time for use in promoting the initiative at no cost.

**Examples:**



**Example a:** Projects and events sponsored by your coalition might be broadcast on the cable TV channel

**Example b:** College nursing degree students might be recruited as volunteers to help with after school kid's healthy eating and activity programs

**Example c:** A junior college marketing class could assist with creating and implementing a marketing plan

## **2. Identify Potential Marketing Tools**

The marketing team will need to evaluate a myriad of tools available for marketing in your community and match them with the marketing plan and "customers." Many of these tools in your community were discovered during the community review! The tools should include:

- ♥ Advertising outlets: newspaper, TV, radio, cable TV, billboards
- ♥ Direct mail
- ♥ Speaker's bureau
- ♥ Focus groups
- ♥ Printed marketing materials: brochures, posters, fliers, charts, etc.
- ♥ Surveys

- ♥ Demonstrations: health fairs, physical activity demonstrations, and food tasting
- ♥ Chamber of Commerce

**Examples:**



**Example a:** A focus group of high school students could be used to provide input into marketing plans for increasing school lunch participation. Involving students in the listening sessions provides a tool to generate their interest in future changes.

**Example b:** The Chamber of Commerce might explain the existence of your coalition to a new business in the community. This makes for a great impression of your community, and serves as a marketing tool for future recruits!

### **3. Organize the Meetings**

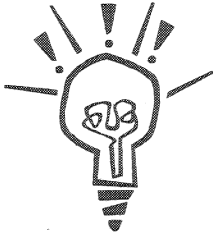
- ♥ Plan meetings at a time and location convenient to team members.
- ♥ Use the first few meetings to brainstorm ideas to make your coalition's goals and objectives blossom. Think through how to structure the meetings to BOOM—Build Outcome Oriented Meetings!
- ♥ The action plan should always be handy when planning marketing or anything else. It is the guide that will ensure good outcomes without depleting the time, talent, and interest of coalition members.
- ♥ Get ready to “Shake, Rattle, and Roll” to *M-and-M's* in the next module!

The list of ideas to market your initiative is limited only by the boundaries set by your marketing team.



## **References and Resources**

A good source of inexpensive marketing ideas can be found in the book: *Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits* by Jay Conrad Levinson, New American Library Trade, 2000. ISBN 0452265193.

**Module Tip:**

Successful marketing can be accomplished on a very small budget. Involve as many marketing professionals from your community as you can recruit. Don't be shy in asking what each professional can contribute to your campaign, i.e. - materials, labor, time or space, etc., to help make your initiative successful and sustaining.

**FAQs:**

- ❑ **Question:** How can you maintain the coalition's interest?

**Answer:** There are definite steps you can take to maintain interest: Set realistic expectations; have an organized plan and record by which to evaluate success; and celebrate even the small successes.

- ❑ **Question:** I fear there will not be enough people offer to donate time or skills. What can I do?

**Answer:** Keep in mind the suggestion to maintain patience. Start small and look for win/win situations such as college students who need projects or high school students who need to provide a community service.

**Module Glossary:**

**Customer:** Used to refer to the community group targeted for marketing.

**5-A-Day Challenge:** A program developed by the National Cancer Institute to promote the consumption of fruits and vegetables, and to encourage a minimum intake of five fruits and vegetables combined daily.

**Marketing plan:** A plan that is created to promote awareness, "sell an idea, or increase participation.

**Marketing team:** A committee of coalition members whose primary responsibility is to create community awareness and motivate change.

**Target market:** The community group(s) for which the marketing plan is developed.



## Checklist for Marketing Success

- ☐ Marketing team is organized

Team Member

Phone Number


- ☐ Meeting dates are set

Dates: \_\_\_\_\_

Times: \_\_\_\_\_

Locations: \_\_\_\_\_

How team will be notified: \_\_\_\_\_

- ☐ The following information is available

Community Review

VMSOA Action Plans

Resource lists

- ☐ Environmental Change Method forms are ready for use

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

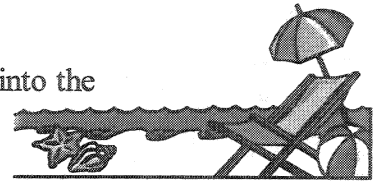
## Chapter 3 *Marketing*

### Module 2: The Marketing Plan

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#### Step Up and Step Out to Write A Marketing Plan

A cross-country family vacation doesn't begin with hopping into the station wagon and driving to your final destination. All family members want to help with the planning so that they get to do what *they* want to do!

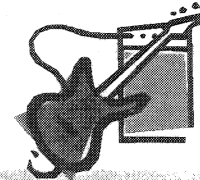


This same idea applies to marketing and the establishment of a marketing plan. You'll want to plan to meet different needs (or wants) and then promote the ideas so that everyone will *want* to get involved!

#### Shake, rattle, and roll into M-and-M's:

- ♥ How will everyone know about your initiative, unless you tell them?
- ♥ How will people participate in an activity if they don't know about it?
- ♥ How will people know they have something wonderful to gain from an activity if they aren't told?

For all these reasons, and *more*, you *need* a marketing plan! Planning for marketing is creative fun at its best. This is your marketing teams' chance to "shake, rattle and roll" into marketing and modeling!



#### Keep the plan simple

A marketing plan is your coalition's "rock and roll song" from beginning to end. It tells the story of your action plan, but does it with flair! Who wants to rock and roll to words without the music? The music makes us to *want* to move! Your marketing plan should do the same.

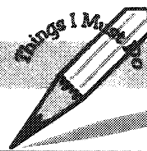
Use the action plan as the words to your “song”, but create the music with the marketing plan that makes us all want to rock and roll! Going through the steps and writing the music (marketing plan) is important. Otherwise, you have no means by which to teach your “song.” In other words, a written plan makes it possible for you to communicate goals to all who are involved or who will become involved!

### Points to remember in planning

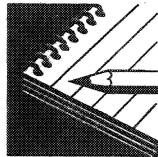


- ♥ Keep it simple and inexpensive.
- ♥ Make it flexible and subject to frequent review and revision.
- ♥ Use it as a written *guide* to promote the action plan set forth by your coalition.

### Writing the plan



You may come up with a way to write your plan based on the experience of your team members, but the following steps provide an easy to use format.



#### *Steps for Writing a Marketing Plan*

1. Begin with your action plan
2. Identify the “customer”
3. Identify customer group interests
4. Develop action(s) to promote/sell
5. Identify marketing tools
6. Develop a budget if necessary
7. Develop an action planning timeline

### Shake, Rattle, and Roll to Market and Model! Dancing Through the Marketing Steps:

#### 1. Begin with your action plan

Your coalition is in the business of increasing opportunities for healthy eating and activity choices for kids through community involvement. The action plan developed in **Chapter 3 Module 4: Action Planning Using VMSEA** provides the actions you created to increase those opportunities. They will be used as the basis for your plan. Have them available to take the following marketing steps. Several examples of how the objectives developed in your *action plan* will be used are provided:



**Examples:**



**Example I:**

**Objective:** Incorporate daily physical activity in every 3<sup>rd</sup> grade classroom by November 12.

**Marketing action:** Begin a creative challenge contest whereby teachers and students write newsletter articles about how they incorporated physical activity into learning activities. Give a “prize” to all classes that submit articles.

**Example II:**

**Objective:** Increase school lunch participation 10% by May 15.

**Marketing actions:**

- Promote changes in school meals with theme days
- Promote changes in school meals with newsletter articles
- Promote school meals by beginning a Kid’s Lunch Club Newsletter

**Example III:**

**Objective:** Incorporate healthy eating choices and physical activity into an after school program for middle school students by January 20.

**Marketing actions:**

- Plan a newspaper article about the upcoming changes
- Invite a television station to visit and interview students once the plan is implemented
- Invite parents to the school to observe and participate in the changes

## 2. Identify the “customer”

The *customer* is defined as the community group to whom you want to “sell” or to increase participation. Community groups identified in strategic planning include kids, parents, teachers, administrators, school lunch staff, and community members. School-age kids will be an important “customer” in your marketing plan, but marketing to other groups is equally important.



Whether it is going to Grandma’s after school, or visiting the town library on a Saturday, everyone in the community has some effect on a child’s life and can make a difference.

“Linking” customers in your plans whenever possible strengthens the initiative.

### Examples:



**Example I:** The impact grandparents and seniors have on the family and community environment is not always recognized. You may want to target seniors at a congregate meal site for classes on healthy snacks. Link this program to kids by inviting them to the meal site to attend a tasting party with their grandparents.

**Example II:** The coalition can assist a variety department store in setting up a display of inexpensive “toys” with tips on how to have “fun” (with increased activity). Ideas would be chalk for sidewalk art (have a community art contest and get everyone outdoors to view), beanbags for hopscotch, soft balls for kick ball, and Frisbees.

**Example III:** Another example would be expanding a senior citizen walking group to include other age groups and call the group “Walking Through-Out Life.” Linking kids and seniors creates new marketing opportunities for each customer group.

### 3. Identify customer group interests

What are you trying to market, or “sell?” What’s in it for the customer?

The benefits of healthy eating and activity sound simple but aren’t. Just because something is good for us, doesn’t mean we will want it. We all know that healthy eating and activity choices can reduce the risk of health threats from problems such as heart disease and cancer, but many people aren’t practicing those habits.



At times it is necessary to gather more information about what *might* interest a customer to “sell” an idea, product, or service. Other times it is necessary to remove a problem, such as lack of time or money, to interest a customer.

#### Information gathering

Ask people for thoughts about what it would take for them to “buy” your product or service, and incorporate their suggestions in your plan. Use surveys, listening sessions, and other available information.



Keep in mind that creating healthy activity and eating habits, involve making very personal choices. The reasons people make changes depend on many personal factors. A coalition should not feel responsible for making sure people change. A goal of the school health initiative is to create *opportunities* for healthy choices.

## Problem identification

Keep in mind that problems (“barriers”) to making healthy changes must be removed before something can be of interest, or perceived as a benefit. Creating opportunities for making healthy choices where we live, learn, and play is very dependent on removing the problems that keep us from making the changes. The following examples show how various problems can be “barriers” to creating change.

### Examples:



**Example I:** Obviously, it might be hard to promote a class that uses nursery rhyme games to a 15 year-old boy! There is **no interest**.

**Example II:** It is a little harder to recognize that it may be difficult to promote a twice a week, three hour per night healthy cooking class to a community full of busy working moms because of the time involved. With a little change...maybe a once a week, hour-long class with quick cooking tips, it would be easier to promote! A lack of **time is a barrier**.

**Example III:** Buying school lunch may not be the “cool” thing to do in some schools. Consider enlisting the help of students to determine how this **social barrier** can be overcome so that school lunch can *become* the “cool” thing. A marketing plan may involve changing the image of school lunch by asking them to create different menu names, or the look of the way the meal is served. Ask students for menu ideas and perhaps placing lunch or breakfast in a brown bag for “grab and go” would make it “cool!”

## 4. Develop action(s) to promote/sell

There are “selling points” that could be used to promote all of the marketing ideas that have been given in the previous examples. Note that all of these selling points are *actually* win/win situations of the same type discussed in the Chapter 1 **Coalition Building!**

### Examples:



**Example I:**

**Objective:** Incorporate daily physical activity in every 3<sup>rd</sup> grade classroom by November 12.

**Strategy:** Have teachers integrate physical activity in teaching various subjects such as math, spelling, or social studies.

**Marketing action to promote the objective to teachers:**

- a) Make teachers aware that incorporating physical activity in the classroom can help to control poor behavior.
- b) Provide easy to use suggestions for incorporating physical activity into various subjects.

**Marketing action to promote healthy changes to parents:** Begin a creative challenge contest whereby teachers and students write articles for a parent newsletter about how they incorporated physical activity into learning activities.

**Marketing action to promote the challenge contest to students and teachers:** Give an inexpensive “prize” to all classes that submit articles, i.e., a special game in PE!

**Example II:**

**Objective:** Develop opportunities for senior citizens to model healthy choices for kids by April 14.

**Strategy:** Expanding a senior citizen’s walking group to include other age groups.

**Marketing action to promote to senior citizens:** Create an exciting, new name and make seniors aware of the joy of having kids join the group. The group might be called “Walking Through-out Life.”

**Marketing action to parents and kids:** Promote kids having an opportunity to do something safe and fun *and* increase their activity levels.

**Example III:**

**Objective:** Increase adult opportunities for noncompetitive physical activity by October 10.

**Strategy:** Work with the recreation department to begin an open swim program in the evenings.

**Barrier to participation:** A person who works 3:00 p.m. until 11:00 p.m. is not going to recognize the benefit of an open swim time scheduled from 7:00 p.m. until 8:00 p.m. at the community pool.

**Marketing action to promote to the community-at-large:** A *free* open swim time at two different times of the day to meet the needs of people working different shifts.

**Marketing action to promote to the recreation department:** The open swim time provides an opportunity for people to come use recreation facilities and possibly sign up for other programs.

## 5. Identify marketing tools

There are many tools you can use to sell your idea. Remember to keep the marketing plan simple, consistent with your coalition’s objectives, and within your budget.

Different tools you can use and examples of each:

### **A. Prominent individuals to model changes**

Find role models everywhere kids live, learn, and play!

**Examples:**



- ♥ The college tennis player, the former high school state cross country champion, the city's pro hockey team members, and the college women's basketball team are all examples of celebrated athletes that can model lifestyle behavior. Use their visibility to support and promote projects and events.
- ♥ The school principal who leads stretches over the intercom every morning
- ♥ The coalition leader who incorporates physical activity in coalition meetings.
- ♥ The teacher who plans healthy eating choices in the classroom
- ♥ The PTO that offers healthy eating choices at events

### **B. Newsletters**

One of the easiest and least expensive tools is a newsletter. Many times a column can simply be added to an existing newsletter, making your task easier. Come up with a "catchy" name and insert a bit of the unusual, to draw interest.

**Examples:**



- ♥ "The LEAN Corner, Pick 3: Parents Pyramid Power" –and- "The Health Pie" are ideas for parent newsletter titles that help identify the program, and give it a personality of its own
- ♥ Newsletters can be created just for teachers or for all school staff
- ♥ Newsletters can be created for community businesses

### **C. Bulletin boards and message boards**

This is a simple way to get people involved and impact their immediate environment.

**Examples:**



- ♥ A bulletin board display at the local library
- ♥ Fruit and vegetable art work in the supermarket
- ♥ A health tip of the day on the school's message board
- ♥ A bulletin board in an employee lounge that provides recipes for healthy easy to prepare meals

#### **D. Local media, i.e., television, radio, newspaper, computer web pages**

Look for people with expertise in these areas.

##### **Examples:**



- ♥ Local interest stories
- ♥ Contests
- ♥ Public Service Announcements, i.e., for meetings or events
- ♥ A Chamber of Commerce web page

#### **6. Develop a budget if necessary**

Your marketing plan requires resources, financial and otherwise. Money doesn't grow on trees, and your marketing team doesn't have or really require unlimited funds. The ideas below are suggestions for working on a shoestring budget.

- a. Network throughout the community to locate resources. Ask local civic groups for assistance with either money or manpower. The list of potential contributors can be quite varied and large.
- b. Ask for commitments from your local media (radio, cable TV, network TV, newspaper, free papers, billboards, etc.) for space, time and production.
- c. Seek assistance from businesses. Businesses are always looking for low-cost promotional opportunities that spread their name further into the community as a business that provides goodwill.
- d. Seek funding assistance. Determine the costs associated with your promotional strategy and seek assistance. Search for local, state or federal funding opportunities.
- e. Once again, think outside of the box – be creative!

##### **Examples of creative funding:**



- ♥ Ask a senior citizens group to sponsor a hike and picnic to raise money for a community library summer reading program for kids
- ♥ Ask the Chamber of Commerce to donate money to purchase shirts for coalition members to identify the initiative and create visibility in the community
- ♥ Find volunteers to set up a kids' reading program on Saturday mornings at the local supermarket to provide visibility for the initiative *and* advance goals of the coalition
- ♥ Sponsor a recognition award for businesses that promote the goals of the coalition...another win/win situation for everyone

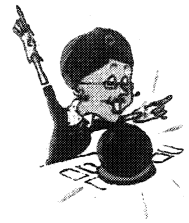
- ♥ Enlist the help of a local bank to donate space and cover handout expenses for “Lunch and Learn” nutrition classes for the community.

## 7. Develop an action planning timeline

Most marketing campaigns are designed to have definite beginning and ending points for each strategy designated. Checkpoints are also included along the way to measure results against desired objectives. Questions that may be used as checkpoints:

- ♥ How many people are you reaching with your message?
- ♥ Have your messages created interest based on the needs of the target market?
- ♥ Have your messages made people aware that previous problems (barriers) have been solved?

Your initiative will be long-term, spread over months, hopefully years, and marketing is an ongoing process. It will be helpful to develop a good system for maximum effectiveness by:



1. Developing a timeline for the coalition’s overall objectives and activities
2. Developing a second timeline that details only the marketing activities set forth in the marketing team’s plan.

Plan the two timelines to complement each other so the marketing team is aware of the coalition’s overall plan while they focus on immediate marketing needs. There is a timeline example and timeline form at the end of the module along with an Environmental Change Plan for the team to begin writing action specifics.

The challenge is to create a marketing plan that will become a lifetime approach to nutrition and activity. Some plans are golden oldies; some are pop songs that wear out. Building a “Review” of marketing strategies into your coalition’s timeline will maintain ideas that stay on the top 10 hit list!

## **Marketing is fun, but watch for the “downs”**

### **Use patience!**

A coalition sometimes needs a little patience to see a plan through the rough times. Programs or events may start small and take several years to build. Be a cheerleader and celebrate the small successes to maintain coalition interest. Patience and long-term planning will allow your efforts to be successful.

#### **Examples:**



- ♥ It is not uncommon to hear of a 10 K walk/run that started with several hundred participants, but has grown to hundreds or thousands of participants.
- ♥ A healthy “chili recipe contest” may start with five contestants, but grow to ten or twenty times that after several years. If organizers had given up in the first few years, the event would never been able to grow!

### **Check to make sure the plan is really feasible and the coalition is not competing with a similar idea, product, or service in the community.**

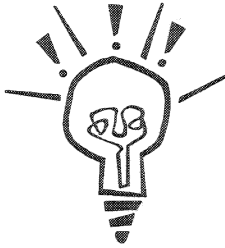
In other words, is there really a need for the idea, product, or service you are wanting to market? Are there customers who might be willing to “buy” it? Success isn’t ensured just because you have a great idea for a product. Look at what already exists in your community before starting something that nobody wants, or a project that might be in competition with something similar. An example of how a great idea “backfired” is presented below.

#### **Example:**



Get-it-Right School had grand thoughts about a Latch Key Program. They planned to include after school activity, healthy snacks, and tutoring; those things would surely make a healthy difference for many students. After several months of time invested in planning, they found it met with tremendous opposition because it competed with a very popular daycare center in town. The coalition learned a good review of community wants and needs before beginning a new program is very valuable.





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**Module Tip:**

A coalition should not feel responsible for making sure people change. A goal of **Step Up and Step Out** is to create *opportunities* for healthy choices. The marketing plan creates awareness and invites participation in the opportunities that have been developed.

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**FAQs:**

- ❑ **Question:** Marketing sounds so complicated. What if we can't find a person with a marketing background to help the coalition?

**Answer:** While it would be great to find a person with a marketing background, marketing does not need to be complicated. The most important points to remember: 1) Identify factors that would make people want to take advantage of the opportunities you develop and, 2) Communicate what is being done/planned so people are aware of changes and opportunities offered.

- ❑ **Question:** How can we tell if the marketing plan is working?

**Answer:** It is helpful to build in measures of success just as you do for the other coalition actions being planned. **Questions to ask:** 1) How many people are you reaching with your message? 2) Have your messages created interest based on the needs of the target market? 3) Have your messages made people aware that previous problems have been solved?

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**Module Glossary:**

**Promotion:** An action taken to promote or "sell" an idea or activity.

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**Example: Two Year Coalition Timeline**

Activity	Responsible Parties	Year _____												Year _____											
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Physical Activity in the Classroom	4 <sup>th</sup> and 5 <sup>th</sup> Grade Teachers					x	x	x	x	x	x	x	x	x	x	x	x	x	x						
	Education Committee																								
Health Fair	Education Committee																								
Community Review	Full Coalition	x																							

**Marketing Timeline**

Activity	Responsible Parties	Year _____												Year _____											
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Newspaper Articles	Marketing	x				x				x			x		x								x		x
‘For the Health of It Week”	Chamber of Commerce/Marketing					x												x							
Public Service Announcements –Radio	Marketing									x					x							x			
Community Review	Full Coalition	x											x		x									x	

[illegible]

## Marketing Timeline

[illegible]



## Environmental Change Plan

Objective:

Environmental change methods planned. Check all that apply.	Actions and resources needed to implement the plan	Problems to resolve	Who takes action, and by what date?	Review— results of actions Check all that apply.
<input type="checkbox"/> Policy <input type="checkbox"/> Collaboration <input type="checkbox"/> Repetition <input type="checkbox"/> Education <input type="checkbox"/> Support <input type="checkbox"/> Reward	<b>Action:</b>  <b>Marketing Plan:</b>  <b>Resources:</b>			<b>Communication:</b> <input type="checkbox"/> Great marketing <input type="checkbox"/> Need M-and-M's <b>Time:</b> <input type="checkbox"/> Good timing <input type="checkbox"/> Needs work <b>Location:</b> <input type="checkbox"/> Good <input type="checkbox"/> Needs work <b>Resources:</b> <input type="checkbox"/> Feasible cost <input type="checkbox"/> Good <input type="checkbox"/> Needs work <b>Participation:</b> <input type="checkbox"/> Good <input type="checkbox"/> Needs work <b>Overall:</b> <input type="checkbox"/> Great-continue <input type="checkbox"/> Good-revise <input type="checkbox"/> Fair-revise
<b>-Or-</b>  <b>Problems resolved:</b> <input type="checkbox"/> Communication <input type="checkbox"/> Time <input type="checkbox"/> Location <input type="checkbox"/> Lack of equipment <input type="checkbox"/> Other	<b>Action:</b>  <b>Marketing Plan:</b>  <b>Resources:</b>			
	<b>Action:</b>  <b>Marketing Plan:</b>  <b>Resources:</b>			

Comments: